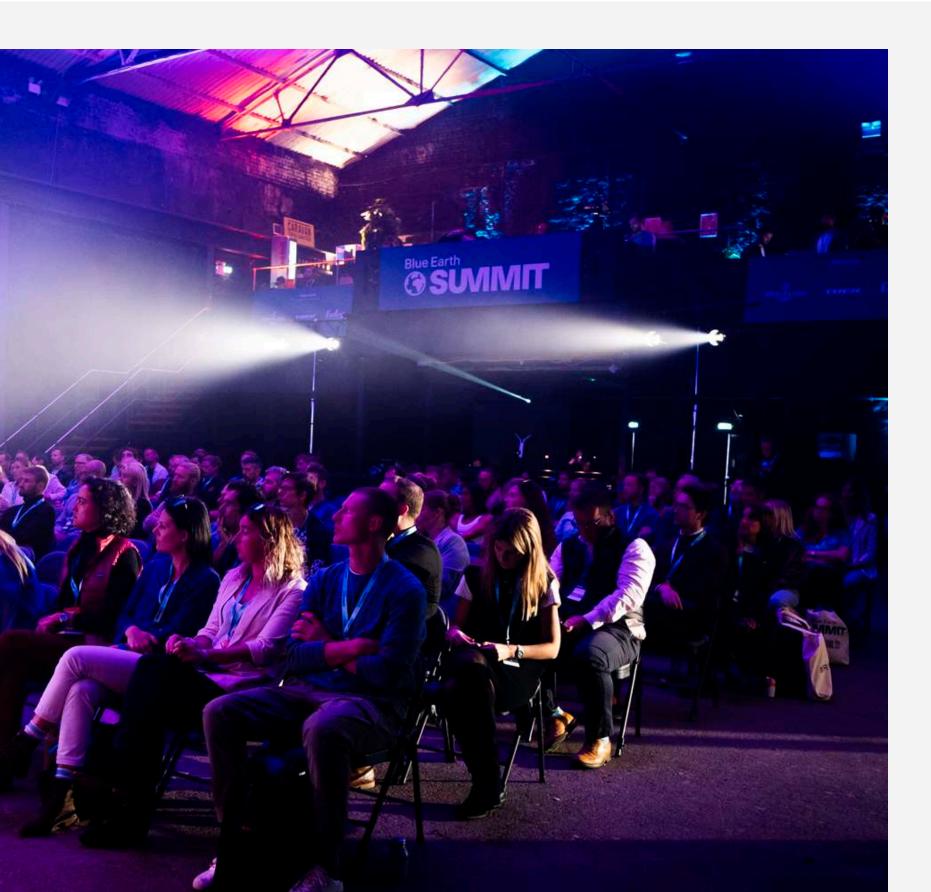


PURPOSE:

INSPIRING PEOPLE TO GET OUTDOORS, BE HEALTHY & LIVE A MORE SUSTAINABLE LIFE.

#BLUEEARTHSUMMIT



2021 SUMMARY

The Blue Earth Summit is a meeting of minds that, in '21, brought together people around a combined passion to protect the outdoors that we all value so much, with belief that good business can play a leading role.

Across the 2 day event our speakers and panelist were given a platform to inspire people to have a more adventurous mindset in business and life.

The recurring message was that we should not fear the impossible and instead go after it if we want to effect change!

"You know you have a good idea when people tell you that it is impossible"

Bertrand Piccard, Keynote Speaker - 2021









WHAT HAPPENED

DAY 1 - INSPIRE

The Old Marble Factory was converted into a venue that offered a variety of platforms for big talks, important debates and educational activities

KEYNOTES

We heard from pioneers, adventurers and business leaders

WORKSHOPS

Hosted by specialists who educated change makers of the future

PITCH TENT

Showcased 4 disruptive businesses pitching to a panel of impact investors and room full of angels

EXHIBITION FLOOR

Showcasing innovation from a forward thinking brands

2021 SPEAKERS

We welcomed over 40 speakers ranging from adventurous pioneers to business leaders. All aligned by wanting to have a positive impact on people and planet.



Kresse Wesling Founder - Elvis & Kresse



Amira Patel Founder - The Wanderlust Women



Bertrand Piccard Explorer, Psychiatrist and environmentalist



Alex Barker Be More Pirate



Sir Tim Smit Founder - Eden Project



Hugo Tagholm CEO - Surfers Against Sewage





WHAT HAPPENED

DAY 2 - EXPERIENCE

The Wave, Bristol, became adventure HQ where attendees benefited from building relations through shared experiences. Inspiring a healthy outlook and connecting good people were key themes and this continued into an activity-led day 2

RUN

A 6km trail run became the perfect opportunity for many to dig deep and get to know each other

CYCLE

In partnership with Trek, Trash Free Trails led a party of cyclist on a mission to leave route in a better place than they found it

SURF

From group surfs to the Breitling showcase the Wave pool was the centre piece around which (and from within) people continued to connect

BLUE EARTH SUMMIT - BRISTOL

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WHO?

The audience at the event is made up of likeminded people who understand the value the outdoors can play in driving positive purpose behind good business.

Everyone believes that impact business can and must play a leading role in delivering positive change for people and planet.

HEADLINE DEMOGRAPHICS

58% Founders / Directors

15% Investors

56% Male 44% Female

68% Age 30-45

72% SME's 15% PLC



2021 NUMBERS



O 5 Stages







40Speakers



THE PITCH TENT

Delivered by Wavelength Ventures, the Pitch Tent is a platform that connects founders and investors to make positive things happen through good business

2021 RESULTS

Applications: 55

Finalist: 4

Funding confirmed: £6m (tracking towards £15m+)

The Format:

- 1. Businesses apply
- 2. Finalists selected
- 3. Finalist Pitch 12mins each on the MainStage

2022 GROWTH

Target:

Categories: 4

Applications: 400 Semi Finalist: 40

Finalists: 4

Grand prize winner: 1





IMPACT

WHERE POSSIBLE THE IMPACT DRIVEN FROM THIS EVENT WILL BE TRACKED AND REPORTED ON AS WE BUILD A COMMUNITY OF REAL CHANGEMAKERS. 2021 RESULTS SO FAR...

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900 +

BUSINESSES HAVE BEGUN THEIR JOURNEY TO BECOME **B CORP** CERTIFIED TREES HAVE BEEN
PLANTED TO OFFSET THIS
EVENT AND 7 BUSINESSES
HAVE BEGUN WORKING
TOWARDS NET ZERO

£15M

850

RAISED FOR THE
NEXT GENERATION OF
HIGH IMPACT
BUSINESSES

PEOPLE LEFT WITH A
MINDSET TO LIVE WELL AND
GO AFTER THE IMPOSSIBLE

2021 BRAND PARTNERS









































2021 TESTIMONIALS

BRAND PARTNER

"Calling all conference organisers. If you're thinking of putting something on, forget using the word delegates and housing it in some stuffy conference hall, do something mega like the guys did at the @blueearthsummit. We've had a stonker."

Jimmy's iced coffee

ATTENDEE

"I met some truly fantastic people at Blue Earth Summit. What a collection of people, motivated towards the same goals. Inspiring, encouraging & powerful!"

John Blackburn - Why Axis Podcast

SPEAKER

"All the best to you all, that was an awesome few days you put together!"

Gabe Davies - Patagonia

ATTENDEE

"The Blue Earth Summit certainly didn't disappoint! Any conference that encourages you to network in the lineup at The Wave, on a run or a cycle the day after an action packed schedule gets my vote.

"So many like-minded individuals and businesses striving for radical change across social, environmental and economic issues, with a common goal of the benefits of nature."

Briony Venn - Management Consultant I Sustainability at Accenture

2022 GROWTH

Inspired by the success of year 1 and the positive reaction to the unique format and setting, we will be significantly growing this event over the coming years.

For year 2 specifically we will extend the event from 2 to 3 days to host 5,000+ attendees and accommodate a broader programme.







The Blue Earth Summit is a platform that will drive impact for years to come...

CONFIRMED DATES:

11 - 12 - 13 October 2022





CORE TEAM

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